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NEUCHATEL 26TH JUNE, 1985

SUBJECT : STRATEGIES, BARCLAY

IN ORDER TO ASSURE THAT WE ARE ALL ON THE SAME WAVELENGTH
WITH REGARD TO OUR STRATEGIES ON THE BARCLAY ISSUE, I WOULD
LIKE TO SUMMARISE THE SUBJECT AS I BELIEVE IS OUR COMMON
VIEWPOINT. SHOULD YOU DISAGREE PLEASE LET ME KNOW.

THE ESSENCE OF THE BARCLAY TECHNOLOGY, I.E. THE ACTRON
FILTER TECHNOLOGY, IS THE UTILISATION OF BY-PASS VENTILATION
CHANNELS AT THE PERIPHERY OF THE FILTER WHICH ARE PARTIALLY
OR TOTALLY OBSTRUCTED WHEN THE CIGARETTE IS HELD BETWEEN THE
LIPS OF A SMOKER, THE CIGARETTE THUS YIELDING HIGHER
QUANTITIES OF SMOKE CONSTITUENTS THAN COULD BE EXPECTED FROM
DETERMINATIONS MADE WITH A CONVENTIONAL HOLDER ON A SMOKING
MACHINE.

SUCH A TECHNOLOGY CONFERS AN UNFAIR ADVANTAGE TO THE PRODUCT
IF CONVENTIONAL STANDARD TESTING IS TAKEN AS THE BASE FOR
PRODUCT COMPARISON BECAUSE THE CONSUMER WRONGLY ASSOCIATES
THE RELATIVELY HIGH TASTE INTENSITY, WHICH IS LINKED TO THE
HIGHER SMOKE DELIVERY OF THE CIGARETTE IN HIS MOUTH, WITH
THE LOW STANDARD MACHINE DELIVERIES INDICATED ON PACKS AND
POSSIBLY ON ADVERTISING.

IT WAS THEREFORE OUR STRATEGY TO INTERVENE IN ALL MARKETS OF
IMPORTANCE WITH AUTHORITIES, THROUGH COURTS OR BOTH, OR WITH
STANDARDISING ORGANISATIONS IN ORDER TO RECTIFY THE
SITUATION SO THAT CONSUMER INFORMATION IS CORRECT AND THE
UNFAIR ADVANTAGE OF BARCLAY OVER OTHER PRODUCTS REMOVED.

FULLY REALISING THAT WE MIGHT NOT BE SUCCESSFUL IN ALL
MARKETS BECAUSE OF INEFFICIENT GOVERNMENT ADMINISTRATIONS,
OR OF CIVIL SERVANTS WHO LACK INITIATIVE AND A FAIR APPROACH
TO THEIR JOB, OR BECAUSE OF OTHER UNFAVOURABLE

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HELMUT W. GAISCH
S*1 NEUCHATEL

KIND REGARDS AND BEST WISHES.

STRATEGY AGAINST BARCLAY.

THIS IS WHY WE CONTINUE TO PURSUE THE DOUBLE PROMGED

TO US.

OTHERS) ARE ENVIAGED THAT THIS TECHNOLOGY MUST BE AVAILABLE
PRODUCTION OF SALES WEIGHTED SMOKE DELIVERIES (TAR, INDEX OR
ADVANTAGE ON THE MARKET, PARTICULARLY IF FURTHER PRESSURE ON
REMEDY THE SITUATION, SUCH A TECHNOLOGY WOULD CARRY SUCH AN
VENTILATED CIGARETTES IS TOO CUMBERSOME AND DO NOTHING TO
THAT ADDING ADDITIONAL TESTING PROCEDURES FOR CHANNEL
THE AUTHORITIES IN A MAJOR MARKET CONVENIENTLY TAKE THE VIEW
THIS SECOND LINE OF DEFENSE IS VERY IMPORTANT BECAUSE SHOULD

MESSAGE CONTINUED

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THIS SECOND LINE OF DEFENSED

PHILIP MORRIS TECHNOLOGIES.
CONTENT ABOVE THE STATE-OF-THE-ART, IN PARTICULAR OUR OWN
TECHNOLOGY DOES NOT REFLECT ANY SIGNIFICANT INVENTIVE